



Attorney Docket 14750-702

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of

Michael Stern

Serial No.: 09/130,998

Filed: August 7, 1998

Title: METHOD AND APPARATUS FOR
DISTRIBUTING AUDIOVISUAL
CONTENT

Group Art Unit: 2765

Examiner: *

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DEC 21 2000
Technology Center 2100

REPLY UNDER 37 CFR 1.111

Commissioner for Patents
Washington, DC 20231

Sir:

In response to the Office Action mailed August 9, 2000, please amend
the above-identified application as follows:

IN THE CLAIMS

Please cancel claims 9, 16 through 20 and 25..

Kindly amend the claims as follows

1. (Twice Amended) A method of disseminating information
concerning a product, both of which are to be perceived by a consumer, said
method comprising

providing a network management center that receives files from
content providers, assigns at least one attribute for each file to create
designated files for distribution to end clients and [creating] a database
containing said [information] designated files;

[selecting a site at a distance from said product, said distance being
based on the duration of short term memory;]